

# WIND BAND PRESS

**MATERIAL ABOUT MEDIA & AD**

---

Jan. to Mar. 2017

<http://windbandpress.net/>

# About Wind Band Press

Wind Band Press is the news website for Japanese fans of the wind band, brass band and involved instruments.

The article is written in Japanese by Shuhei UMEMOTO.

I show information that includes **News, Concert, Event, Broadcasting, CD/DVD Release, Sheet Publishing, Review, Introduction of composers and players, Column, Interview, Presents of Wind Band / Brass Band music and Wind/Brass/Percussion instruments'** music on Japanese domestic and international.

Most of the visitors are from Japan.

Operation: ONSA

(Hiroshima prefecture, Founder: Shuhei Umemoto)

About Shuhei Umemoto:

Born in Nagoya (Japan) in 1979. Graduated psychology major, Department of Education, Chuo University. Started wind band music from high school (the edge of Tokyo), and in the Chuo University Symphonic Band, he is involved in the operation manager of the concert and public relations.

After graduating university, after working as office equipment, worked for a company dealing with wind instrument related products. Since then, he has been involved in the wind band industry for about 15 years mainly focusing on online promotion and public relations.

Currently it is independent and as representative of ONSA, it conducts promotional consulting, "Wind Band Press" operation, orchestra booking agent etc.



# Wind Band Press's management and article recruitment policy

## **Operating policy of Wind Band Press:**

In principle, we receive information from press release sites and information providers (organizations and individuals who support or cooperate), and are in the article. For information on content holders who have not cooperated or approved, even if information is present on other media, it is not included in the article. (Information flowing to the press release site does not apply to this)

## **Article posting policy:**

We deal with information with news on wind band, brass band and involved instruments (including fanfare band etc.), but there are some information that is not covered.

1.

Symphony Orchestral information: Symphony Orchestra also include wind, brass and percussion instruments, there are parts overlapping with band and instruments fans, but at present, information on the concert information of Symphony Orchestra is not subject to the listing We are accepted (in the case of advertisement drafts and ticket gifts it is possible). However, even if it is symphony orchestra, it is a concert including wind/brass/percussion concertos, concerts of band style, public clinics by band members, the orchestral version of original band works is subject to writing.

2.

As for amateur concerts, the number is too many, so in principle we are not currently accepting it, but if we decide that the concert has news and topics, we are writing articles.

# Characteristic of Wind Band Press

Information providers: about 180 organizations and about 140 Individual (Dec. 2016)

Since opening in July 2016, we receive information from many domestic and foreign groups and individuals.

(Japanese organization: about 130 groups, Japanese individuals: about 40 people, overseas organizations: about 50 groups, overseas individuals: about 100 people)

Aiming for "more high-quality information to more people", not only new product news from domestic professional organization, groups, performers, composers and companies, but also original contents such as introductory articles of musicians, composers and organizations that are hard to enter the information to Japan, and interviews with people who usually do not have spots, are also enriched.

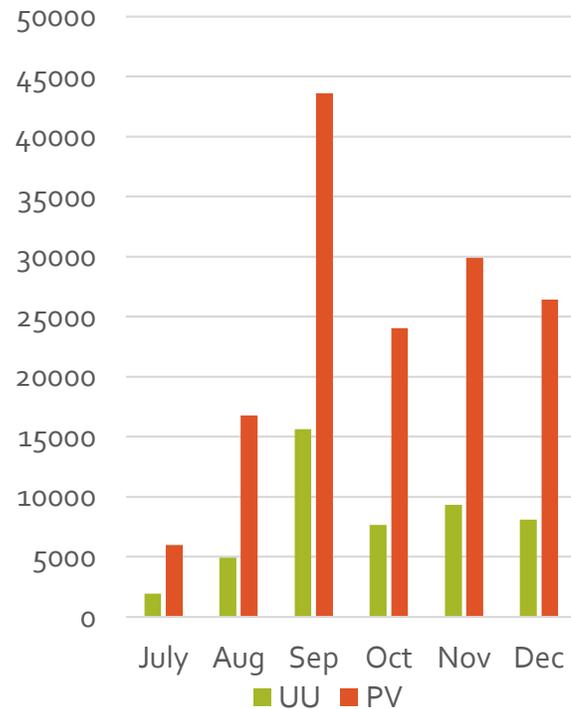
Contents such as ticket present and columns will be expanded in the future.

# Access data

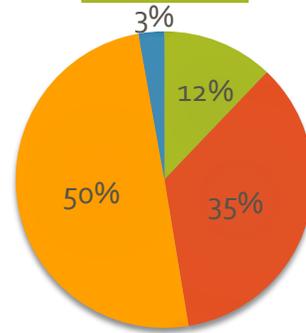
Oct. to Dec. average user: about 8,300 / PV: about 26,800

Since the establishment of the site on July 20, many people have received a favorable reception.

Changes in the number of UU and PV

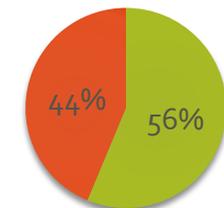


Reference



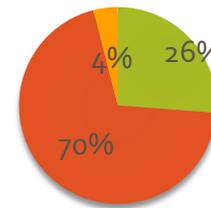
Legend for Reference: Direct (green), Search engine (red), SNS (orange), Other (blue)

Male and female ratio



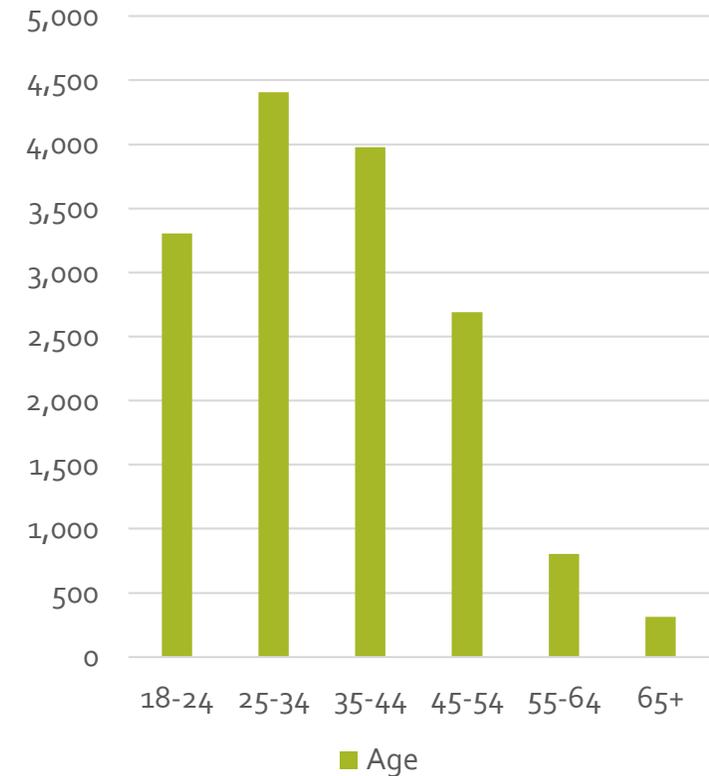
Legend for Male and female ratio: Male (green), Female (red)

Device ratio



Legend for Device ratio: PC (green), Mobile (red), Tablet (orange)

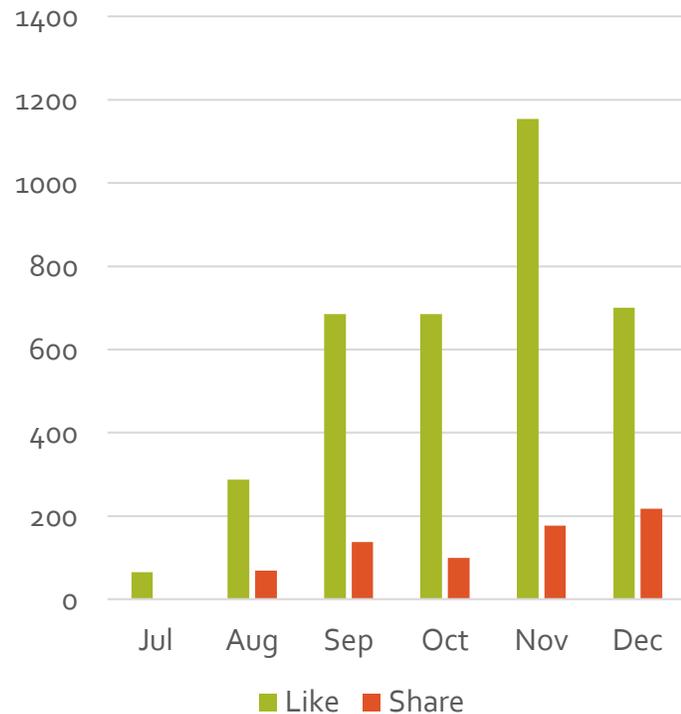
Distribution of age



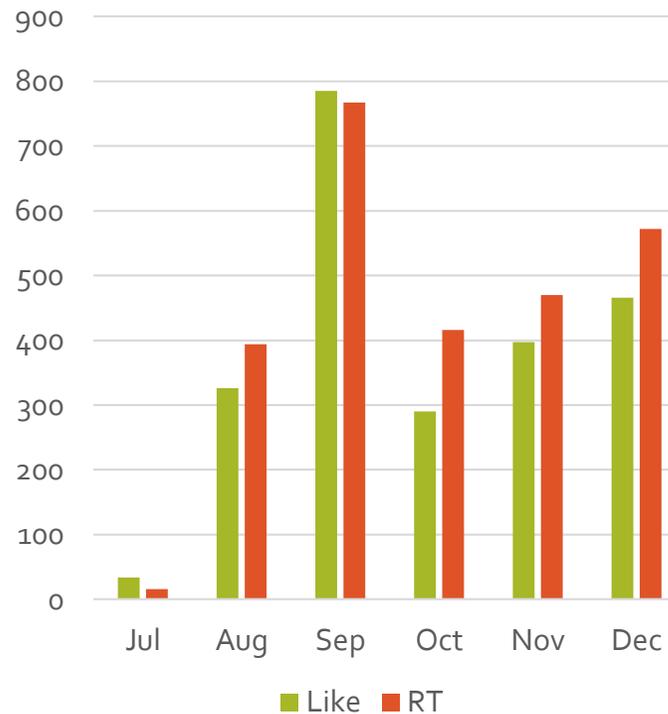
Especially there are many access from Facebook and Twitter mobile.

Inflow from SNS (Facebook & Twitter) has accounted for 50% of the total.

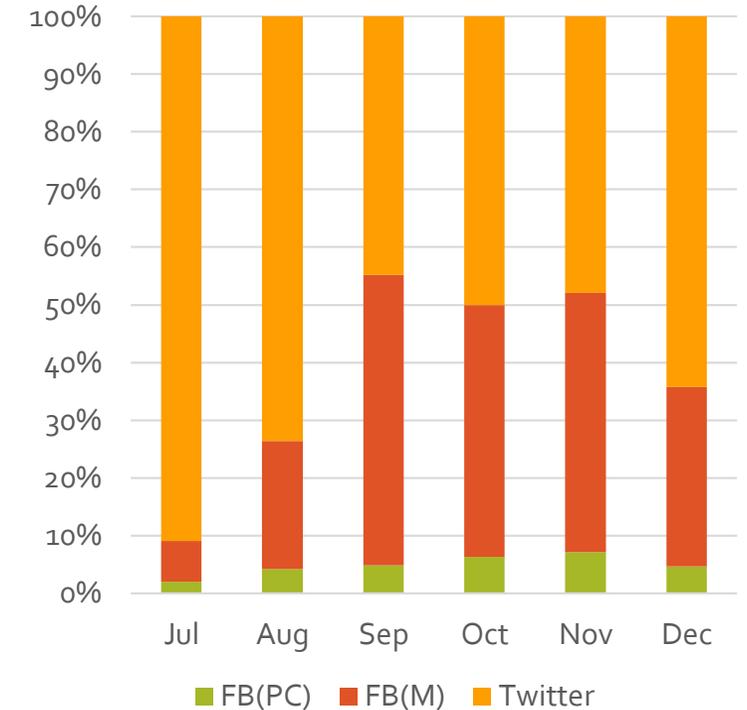
Reaction transition to the article on Facebook



Reaction transition to the article on Twitter



Percentage change in the number of accesses from SNS



## Latest news, concert information and original contents

Most of the information provided to Wind Band Press has been posted, and as of December 2016, articles are classified into the following categories.

**News:** Latest news of wind bands, brass bands and involved instruments on Japan and international

**Event:** Concerts, clinics, event information organized by professional organizers / performers (rarely amateur organizations)

**Release:** New product release information of each company and sound source provision start information in streaming service etc.

**TV / Radio:** Broadcasting on TV and radio (including internet radio)

**Review:** Reviews of CD/DVD/Book provided by companies, they are written by Shuhei Umemoto

**Blog:** Introduction of overseas composers / organizations / players who are little known in Japan

**Column:** I ask writer and specially contributed

**Interview:** Interview with a person who I want to talk

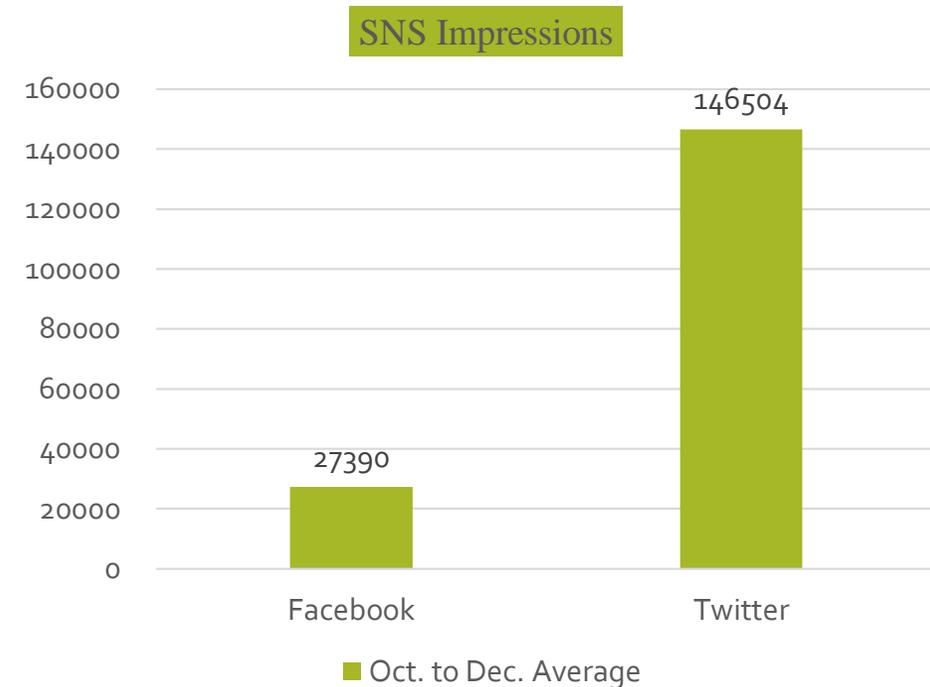
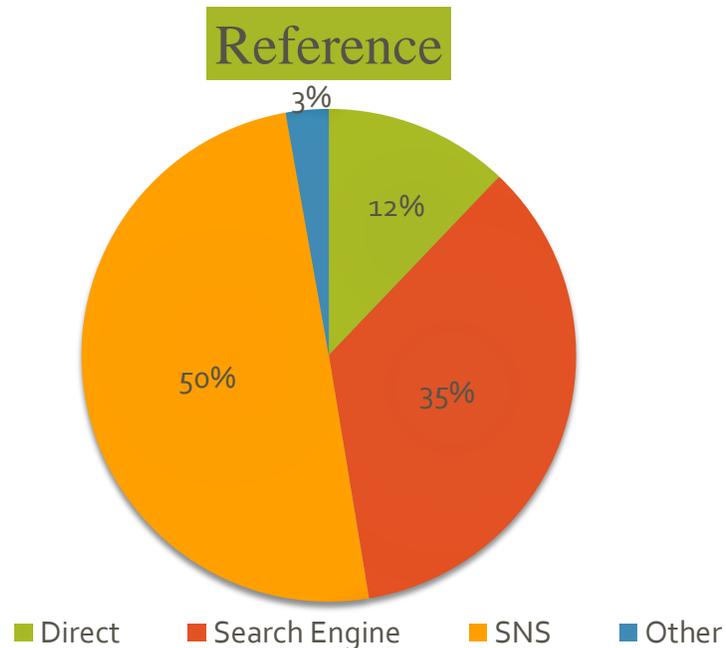
**Movie/Sound:** Introduction of movie (video) and sound that can play media in the page

**Present:** Planning such as ticket gifts for visitor

## Ripple effect not only in the site

Article information that is created every day is not to stay only in the Wind Band Press, it will continue to spread to the outside through such as SNS.

By further articles are indexed in a search engine, which is accessed from the search engine directly to the article. Encourage a long-term recognition and attract customers, but there is no longer a article once it has been created in vain.

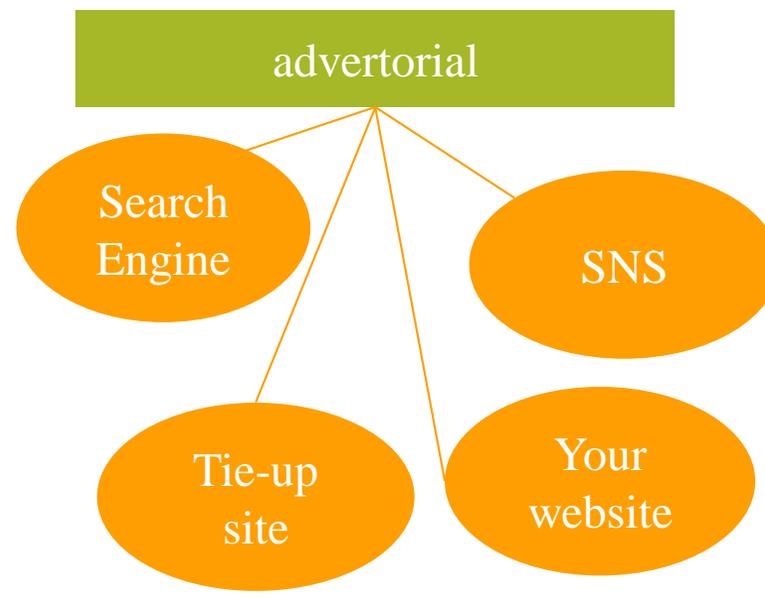


## There is information that is not still known.

The article you think "This is may not have no reaction" is sometimes referred to as the unexpected echo in WBP. Even if you think you did publicity enough, there is still a lot fans who do not know your company's information in Japan.

Wind Band Press offers a variety of advertising. If you can create Japanese Advertisement, you should advertise.

\* I can create Japanese Advertisement in place of you. Please read page 15.



# Ad[1] The top banner ad

## Common to all the pages The top banner that will always be displayed

It appears at the top of all pages of both smartphone and the PC.

Information is also to customers who have access from which path you will receive because it is displayed on all pages.

This is the perfect area to advertising for the purpose of "cognitive" because big size can be used.

(Red area)

### ▼PC

吹奏楽・管打楽器に関するニュース・情報サイト

## Wind Band Press

NEWS EVENT RELEASE REVIEW BLOG MOVIE

**MINI DRIVE @ 広島**  
MINI スポーティディーゼル体感イベント、広島に登場!  
試乗イベント 10/8-10 MINI広島

Wind Band Press

2016/09/30 和の響。心に語りかけるトランペット！CAFUALコードより、班目加奈(トランペット)「Miyabi 雅」が11/2に発売

2016/09/30 ティモシー・カーター(クラリネット)演奏会情報:モーツァルトとクラリネットマジック(2017/2/17:くらしき作陽大学藤花学堂)

2016/09/30 ティモシー・カーター(クラリネット)演奏会情報:小倉清澄とティモシー・カーター Duo Concert(12/9:倉敷館)

Search the site Search

SNSアカウントをフォロー

24時間以内で最も読まれた記事

Sorry. No data so far.

Read More Read More Read More

### ▼Smartphones

吹奏楽・管打楽器に関するニュース・情報サイト

## Wind Band Press

Go to...

**Spotify** 詳しくは

Wind Band Press

2016/09/30

Ad[2] Upper right in PC / Just below the article in SP banner ad

# Common to all the pages CTR best banner

Displayed at the top of the right side menu of all pages in the PC. Display just below the article on smartphones.

Information is also to customers who have access from which path you will receive because it is displayed on all pages.

There is the recognized position easily when reading the article, click-through rate is the highest, is the perfect area to advertising for the purpose of "induction". (Red area)

PC



Smartphones

■ 24時間以内で最も読まれた記事

Sorry. No data so far.



吹奏楽コンクール・アンコン情報はここから



# Ad[3] Lower right in PC / Lowermost part in SP banner ad

## Common to all the pages Low-cost banner

Displayed at the bottom of the right side menu of all pages in the PC. Display near the bottom of the page on smartphones.

Information is also to customers who have access from which path you will receive because it is displayed on all pages.

There is the recognized position easily when reading an article in PC, the impression is not nearly the same as other banner ad inventory. This is the perfect area to advertising for the purpose of "the perception of a low-cost" to the PC user. (Red area)

### PC

The screenshot shows a PC website layout. On the left, there are three article thumbnails with dates (2016/09/28, 2016/09/28, 2016/09/27) and titles. Below them are navigation buttons (1, 2, 3, 4, Next, Last). On the right, there is a vertical menu with a red banner ad at the bottom. The banner ad features the text "Tower Records" and "2016年7月22日開始". Below the banner are social media icons for Facebook, Twitter, and Me2day.

### Smartphones

The screenshot shows a smartphone website layout. At the top, there is a category list: "■ カテゴリー" followed by "NEWS", "EVENT", "RELEASE", "REVIEW", "BLOG", and "MOVIE". Below this is a red banner ad for Gulliver cars. The banner features the text "超特価 16,000台" and "人気のクルマが". It lists four car models with their prices and "売切即売!" (Sold out immediately) status: BMW 3シリーズ (2011年式 / 31千km) for 169万円, フィット (2006年式 / 83千km) for 19万円, フリウス (2008年式 / 33千km) for 83万円, and タント (2006年式 / 118千km) for 39万円. The banner also includes the text "在庫" (Inventory) and "2016年7月22日開始" (Starts July 22, 2016).

# Ad[4] Sponsoring banner advertisement

## Common to all the pages “More” Low-cost banner

Displayed at the middle-bottom of the right side menu of all pages in the PC. Display near the bottom of the page on smartphones. Information is also to customers who have access from which path you will receive because it is displayed on all pages.

There is the recognized position easily when reading an article in PC, the impression is not nearly the same as other banner ad inventory. This is the perfect area to advertising for the purpose of "the perception of a more low-cost" to the PC user. (Red area)

\* This area is limited to yearly contract only

### PC

2016/12/16  
マリンバ奏者:三村奈々恵の最新アルバム「マリンバ・クリスタル〜祈り〜」のジャケットが公開

2016/12/16  
CAFUALレコードより、ブリック・イレー・モニック・ウィズ「真島俊夫 俊夫 巴里の幻影 - 珠玉の作曲曲選 -」が発売(2017/1/18)

2016/12/16  
CAFUALレコードより、真島俊夫 俊夫 巴里の幻影 meets 神大が発売(2017/1/18)

Close-up Kansai WIND

■ 情報提供について  
プロアマ 企業・団体問わず情報のご提供をお受けしています。下記記事内にフォームがございます。「その演奏会、楽はとでも重要な情報が強れていませんか? Wind Band Pressではプロアマ問わず情報提供をお受けいたします!」

■ 取材申し込みについて  
Wind Band Pressへの取材のお申込みはこちらのページよりお願い申し上げます。

■ カテゴリー

- NEWS
- EVENT
- RELEASE
- TV/RADIO
- REVIEW
- BLOG
- COLUMN
- INTERVIEW
- MOVIE/SOUND
- PRESENT

2016/12/16  
ポール・ドゥーリー(Paul Dooley)の「Masks and Machines」が2016年のSousa/ABAオストウォール賞を受賞!

2016/12/16  
ジャン・セバスチャン・ベロー(Jean-Sebastien Bereau)のフルート作品集「Recontre (s)」がナクソス・ミュージック・ライブラリーに追加

2016/12/16  
フルート奏者ジネヴラ・ペトルッチ(Ginevra Petrucci)の「Flauto d' Amore」がナクソス・ミュージック・ライブラリーに追加

2016/12/16  
コーリーバンド(Cory Band)、ブラズ・イン・コンサート 選手権も制す! 歴史を誇るホセ・トリコのバン

2016/12/16  
Hal Leonard MGBが新作の参考音源動画を続々と公開中

2016/12/16  
アメリカの吹奏楽ラジオ番組インターネット番組「Wind & Rhythm」Encore410は「ホリ子」

### Smartphones

COLUMN

- INTERVIEW
- MOVIE/SOUND
- PRESENT

! シンフォニエッタ 静岡  
Sinfonietta Shizuoka, JAPAN

海外勤務 求人特集

## It won the PR and long-term traffic in a dedicated article

Create your own article in your company and Wind Band Press co.

“What is the point of interest of your information?”

“What is the benefit for the user?”

“To solve any problem?”

While thinking them, to create a strongly-catching content to Japanese users.

Proofreading of the Japanese is also done by the Wind Band Press.

While studied keyword of SEO, set up any link in the article, it leads to your user acquisition.

Since the articles are not removed, as well as an article in the site, this is a long-term traffic from the search engine is also expected.

Content of the article is free. For example, Interview, column, analysis reports, event reports and reviews are available.

In particular, this is the best ad in the "improvement of brand awareness."

\*contains the character of [PR] to the article title.

\*If you needed, translation to appropriate Japanese is an extra charge. (next page)

# Price (Valid until March 2017 ) and reference

Ad area	Reference*	Price(1week)	Price(1month)	Size, Type
Ad[1]	13,000 imp/mo.	29,160 JPY	81,000 JPY	Width 960px Height 120px JPG/GIF/PNG
Ad[2]	12,000 imp/mo.	27,000 JPY	75,600 JPY	Width 300px Height 600px JPG/GIF/PNG
Ad[3]	11,900 imp/mo.	15,120 JPY	42,120 JPY	Width 300px Height 600px JPG/GIF/PNG
Ad[4]	11,900 imp/mo.	Yearly 108,000 JPY		Width 300px Height 50px JPG/GIF/PNG
Ad[5]	MAX 1,800PV/mo.	1 article 5,400 JPY		Word count: No limit
Advertisement creation for Japan	Translation or creating banner	10,800 JPY~ *It depends on contents		

\* The reference of impressions of the banner(ad1-3) is average from Oct. to Dec.

#### Other Remarks:

The above price is the reference price. It responds to consultation in accordance with the posted period and budget.

The price described is including tax.

Payment is bank transfer. The transfer fee is your burden.

## Let's use the resources of Wind Band Press well

### ■ Secondary Use of Articles

If you would like to reprint articles on Wind Band Press to other media, please consult by e-mail to me for the URL of the article you want to use and purpose of use. There are two cases that you can or cannot be permitted by the article.

If you can receive permission, I will contact you as soon as we also agree with the usage fee and conditions of use.

Reference: For review articles, about 2,000 JPY (price varies depending on articles and media)

\* If you want me to modify / add to it, a separate fee is required

### ■ Writing articles to other media

I can also write on media other than Wind Band Press. Price negotiable.

### ■ Interview request

It is possible to interview even those who are not calling from me. Price negotiable.

Contact:

Shuhei Umemoto

s-umemoto@windbandpress.net

# WIND BAND PRESS

---

Please feel free to contact me.

<http://windbandpress.net/>

[s-umemoto@windbandpress.net](mailto:s-umemoto@windbandpress.net)